

Big Beaver *Corridor Study*



a study to reignite the development potential of this premier district

June 21, 2006
City of Troy, Michigan



Statement of Purpose

The Big Beaver Corridor Study will catalogue, analyze, and define issues that will begin a process of planning and directing development opportunities for years to come.

Specifically this document, in part one, will provide an overview analysis of existing conditions and summarize stakeholder and expert opinions as important input for part two efforts to redefine basic and overall corridor characteristics and experience.

Part two addresses the corridor as “world class boulevard” concept advocated by the DDA as the strategy to re-ignite the development and redevelopment potential of the corridor. Part two will outline specific requirements needed to fulfill this goal. It will assign general land use concepts related to long term economic viability, transportation management, the urban design aesthetic, and public experience of the corridor.

The study process will present a plan that will fundamentally change the corridor from a traffic dominant highway to a mixed use urban center, a very dramatic and forward thinking idea. It will also strongly advocate the need for a comprehensive master plan in addition to this study, which will address issues of public and private realm interactions, long term values, and economic sustainability. This corridor study is an important chapter of the future master plan for the City of Troy.

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